

EXHIBIT A

Scope of Work

PURPOSE

The purpose of this agreement is to provide co-sponsorship of the inaugural Alternative Clean Transportation (ACT) Expo 2011 national conference to be held at the Long Beach Convention Center in Long Beach, California, on May 4-6, 2011. This national conference, to be primarily based in California in future years, will serve as the premier national alternative fuels and advanced vehicle conference. It will continue the success of the Alternative Fuels and Vehicles National Conference and Expo, held for over fifteen years in association with the U.S. Department of Energy's (DOE) Clean Cities Program.

Gladstein, Neandross and Associates, LLC (Contractor), the ACT Expo 2011 conference organizers, is a California-based consulting firm that is well established in the deployment of alternative fuels and fueling infrastructure, with many state and national projects completed, planned and underway. The Contractor shall establish a conference program that includes the portfolio of alternative fuels and vehicle technologies, an integral aspect of California transportation energy policy. The Contractor has a well-established track record in planning and conducting these types of conferences (e.g., The annual *Faster Freight, Cleaner Air* conference and the *Southern California Clean Vehicle Expo*). They are dedicated to preparing this inaugural event, to draw national and international attention to California's leadership role in alternative fuels and vehicles.

With the recent increase in industry activity and Energy Commission support for alternative fuel and vehicle technology advancements and deployment; alternative fuel infrastructure development; in-state fuel production; and vehicle/component manufacturing projects, it is critical to sustain the momentum and provide a national and international forum for California's role in the transition toward a competitive, non-petroleum, low-carbon transportation fuel and vehicle market.

The Contractor shall plan this conference to be a platform for demonstrating progress in alternative and renewable fuels and advanced vehicle technologies development by showcasing the projects, awardees and stakeholders of the Program, as well as the California Air Resources Board's AB 118 Air Quality Improvement Program, and other successful California programs. In addition, the conference program content and exhibits will emphasize public and private fleet participation and consumer education and outreach, both being key target audiences for the Program.

The Contractor's conference planning shall emphasize keeping registration costs down for fleets, consumers, and Clean Cities Coordinators to ensure the event is well-attended by those key stakeholders and interested parties who will be key in creating industry demand. The Energy Commission co-sponsorship of \$50,000 will supplement registration fees to attract these key audiences and will be used for an outreach program specifically intended to encourage attendance from fleets:

- Funding of the “Fleet” registration rate offered to fleet managers of 3 or more vehicles (target registration rate is approximately 25 percent less than other alternative fuel conferences).
- Execution of a communications plan directly targeted at fleets. This will include development of email broadcasts, attendance at industry events where fleets may be present, visibility on key websites, and print advertising.
- Mining Contractor-owned fleet lists to ensure fleet operators, especially in California, are reached with relevant messaging and through a variety of channels.

Background

Assembly Bill 118 (Núñez, Chapter 750, Statutes of 2007), created the Alternative and Renewable Fuel and Vehicle Technology Program (Program). The statute, subsequently amended by AB 109 (Núñez, Chapter 313, Statutes of 2008), authorizes the California Energy Commission (Energy Commission) to develop and deploy alternative and renewable fuels and advanced transportation technologies to help attain the state’s climate change policies. The Energy Commission has an annual Program budget of approximately \$100 million and provides financial support for projects that:

- Develop and improve alternative and renewable low-carbon fuels;
- Optimize alternative and renewable fuels for existing and developing engine technologies;
- Produce alternative and renewable low-carbon fuels in California;
- Decrease, on a full-fuel-cycle basis, the overall impact and carbon footprint of alternative and renewable fuels and increase sustainability;
- Expand fuel infrastructure, fueling stations, and equipment;
- Improve light-, medium-, and heavy-duty vehicle technologies;
- Retrofit medium- and heavy-duty on-road and non-road vehicle fleets;
- Expand infrastructure connected with existing fleets, public transit, and transportation corridors; and
- Establish workforce training programs, conduct public education and promotion, and create technology centers.

Conference Details

The program will consist of two days of plenary and breakout sessions focusing on key issues in alternative clean transportation. Information on all fuel pathways and vehicle classes will be presented and will include the latest developments in electric, natural gas, propane, biomethane, biofuel, and hydrogen powered vehicles. ACT Expo 2011 will also offer technical tours to start an ongoing discussion about the real opportunities and challenges associated with clean vehicle technology projects. Several AB 118-funded projects will be featured on these tours.

TASK 1 CONFERENCE PLANNING

The goal of this task is to plan the conference, including the pre-conference webinar series and conference agenda, workshops, and sessions. Planning meetings will be held through the conference start in May 2011. Energy Commission staff will participate.

The Contractor shall:

- Facilitate Energy Commission staff participation in the planning committee and workgroup meetings.
- Facilitate Energy Commission participation in the conference by working with the staff to plan the Energy Commission's presentations, representation, and booth presence in the Expo Hall.
- Design and execute a discounted registration program for fleet managers to encourage attendance and increase accessibility to the conference.
- Develop a scholarship program designed to offset the cost of attendance for qualified candidates; work with the Energy Commission to determine awardees.
- Work with the Energy Commission to arrange its booth location and to communicate all move-in and set-up directions.
- Work with the Energy Commission to provide marketing materials (emails, newsletter articles, web banners, etc.) for distribution to stakeholder and marketing lists.
- Facilitate the participation of vehicles from Energy Commission partners and projects for display and in the Ride and Drive.
- Develop participant/attendee surveys that will capture feedback about the conference structure, content, successes and shortcomings.

Deliverables:

- Planning Committee and Workgroup meeting schedules
- Registration fee schedule for fleet participants
- Conference website and copies of all print and email materials with Energy Commission logo.
- Five complementary registrations for Energy Commission staff; booth assignment; speaking/presenter assignments; and directions for participation (i.e., move in, set up, registration, move out, etc.)
- Full-page ad in the Conference Resource Book
- Draft agenda and workshop/session summaries
- Final agenda and workshop/session summaries
- Participant/attendee survey

TASK 2 DELIVER ACT EXPO 2011 CONFERENCE

The goal of this task is to deliver the ACT Expo 2011 Conference.

The Contractor shall:

- Implement the event agenda and supporting activities developed under Task 1.
- Disburse, collect, and analyze participant/attendee surveys

Deliverables:

- ACT Expo 2011 Conference
- Verbal/visual recognition of Energy Commission sponsorship during plenary sessions

TASK 3 REPORTING

The goal of this task is to summarize participation in the conference, organized by fleet (private or municipal and further detail as available), consumer, industry (with detail), successes, and lessons learned for future conferences.

The Contractor shall:

Develop a Final Report that includes:

- Discussion of participation with emphasis on fleet participation, including a bulleted list of fleets and ratio of public/municipal to private fleets; conference successes with emphasis on technical tours, pre-conference webinars and advisory groups, and other innovative segments/approaches associated with this event; and lessons learned for future conferences.
- Complete list of conference attendees organized alphabetically and by company (in a Microsoft Excel file)
- Electronic and hard copy of proceedings and webinars
- Results of pre- and post- conference attendee surveys
- Overview and analysis of opportunities for 2012 conference to be held in the Northern California area

Deliverables:

- Final Report

Proposed Cost to the Energy Commission: \$50,000.00

DELIVERABLES SCHEDULE

Deliverables	Due Dates
TASK 1 <ul style="list-style-type: none"> • Planning Committee and Workgroup meeting schedules • Registration fee schedule for fleet participants • Conference website and copies of all print and email materials with Energy Commission logo. • Five complementary registrations; booth assignment; speaking/presenter assignments; and directions for participation (move in, set up, registration, move out, etc.) • Full-page ad in the Conference Resource Book • Draft agenda and workshop/session summaries • Final agenda and workshop/session summaries • Participant/attendee survey 	<p>Upon contract execution</p> <p>Upon contract execution</p> <p>Upon contract execution</p> <p>April 29, 2011</p> <p>May 4, 2011</p> <p>Upon contract execution</p> <p>April 29, 2011</p> <p>May 4, 2011</p>
TASK 2 <ul style="list-style-type: none"> • ACT Expo 2011 Conference • Verbal/visual recognition of Energy Commission sponsorship during plenary sessions 	<p>May 4, 2011</p> <p>May 4, 2011</p>
TASK 3 <ul style="list-style-type: none"> • Final Report 	<p>June 13, 2011</p>